

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Naressi et al. Examiner: Peter Cyrus Mehravari

Serial No. 10/598,381 Art Unit: 2612

Filing Date: September 23, 2008 Atty. Docket No.: 33836.00.0098

Confirmation No.: 3352

Title: **RFID ENABLED MEDIA SYSTEM AND METHOD**

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NON-FINAL OFFICE ACTION

Dear Examiner Mehravari:

Applicants respond to the non-final office action mailed July 19, 2011 as follows.

Amendments to the Drawings begin on page 2 of this paper.

Claims are reflected in the listing of claims, which begins on page 3 of this paper.

Remarks/Arguments begin on page 12 of this paper.